



# EFFECT OF GEOGRAPHICAL LOCATION ON GREEN MARKETING STRATEGIES IN MEDIUM-SCALE INDUSTRIES IN KERALA

Abdul Kalam Azad A.

Assistant Professor, Department of Commerce, MSM College, Kayamkulam, Kerala

## ABSTRACT

Geographical location significantly impacts green marketing strategies in medium-scale industries in Kerala. The state's rich natural environment, characterized by forests, rivers, and a fragile ecosystem, encourages industries to adopt eco-friendly practices. Kerala's vulnerability to climate change, including floods and coastal erosion, further pushes businesses to incorporate sustainability into their marketing. Industries often emphasize the use of renewable energy, locally sourced materials, and waste reduction. Additionally, Kerala's environmentally conscious consumers drive demand for green products, prompting industries to highlight eco-certifications and sustainable practices in their marketing strategies to appeal to this market. The present study aims to find out the effect of geographical location on green marketing strategies in medium-scale industries in Kerala. The sample size used for the present study was 300. Multi-stage sampling was used in this study. 100 respondents are selected from each of the 3 zones. t-test is the statistical test used in this study. The result shows that there is a significant effect of geographical location on green marketing strategies in medium-scale industries in Kerala.

**KEYWORDS:** Geographical Location, Green Marketing Strategies, Medium-Scale Industries

## INTRODUCTION

In recent years, the global focus on sustainability has led industries to adopt green marketing strategies that promote environmentally friendly practices. The geographical location of a business plays a significant role in shaping its marketing strategies, particularly for medium-scale industries in Kerala, India. Kerala, known for its unique ecological diversity, cultural heritage, and socio-economic factors, provides an intriguing case for examining how geographical location influences green marketing strategies (Ottman, 1999). This essay explores the multifaceted effects of geographical location on the green marketing approaches adopted by medium-scale industries in Kerala, considering factors such as resource availability, consumer behavior, regulatory frameworks, and competitive advantage. Geographical location significantly impacts resource availability, which, in turn, influences green marketing strategies. Kerala is endowed with rich natural resources, including diverse flora and fauna, lush green landscapes, and abundant water bodies (Peattie, 2001). Medium-scale industries in this region can leverage these resources to develop sustainable products and practices. For instance, industries focused on eco-friendly products, such as organic farming and sustainable textiles, can source raw materials locally, reducing transportation emissions and promoting the use of renewable resources. This accessibility allows businesses to highlight their commitment to sustainability in their marketing campaigns, thus appealing to environmentally conscious consumers (Saini, 2013).

The geographical context of Kerala also shapes consumer behavior and preferences regarding sustainable products. The state has a high literacy rate and a growing awareness

of environmental issues among its population. As a result, consumers are increasingly demanding eco-friendly products and practices. Medium-scale industries must tailor their green marketing strategies to align with these preferences, emphasizing the ecological benefits of their offerings. For example, marketing campaigns may highlight local sourcing, minimal environmental impact, and community involvement (Schubert, Kandampully, Solnet & Kralj, 2010). By aligning their strategies with consumer values, businesses can foster brand loyalty and differentiate themselves in a competitive market. Geographical location determines the regulatory environment in which medium-scale industries operate. In Kerala, the government has implemented several policies and initiatives to promote sustainable practices and green marketing (Shove & Warde, 2002). For instance, the Kerala State Pollution Control Board (KSPCB) has established guidelines for waste management and pollution control, encouraging industries to adopt environmentally friendly practices. Medium-scale industries must navigate these regulations to ensure compliance while leveraging them as marketing tools. By highlighting adherence to local regulations and participating in government-sponsored sustainability initiatives, businesses can enhance their credibility and appeal to eco-conscious consumers (Singh, 2013).

Geographical factors also influence the competitive landscape in which medium-scale industries operate. Kerala's unique positioning as a tourist destination adds an extra layer of complexity to green marketing strategies. Medium-scale industries can capitalize on this by positioning their products as eco-friendly alternatives for tourists and locals alike. For example, local artisans and craftspeople can promote handmade,

sustainable products that reflect Kerala's cultural heritage and ecological diversity (Tanner, Kaiser & Wöfing Kast, 2004). By emphasizing their connection to the region, these businesses can differentiate themselves from competitors, gaining a competitive advantage in both local and national markets. While geographical location offers numerous advantages for green marketing strategies, it also presents challenges. Medium-scale industries in Kerala may face limitations related to infrastructure, technology access, and supply chain management. For instance, the availability of advanced technologies for sustainable production may vary by location, affecting the ability of businesses to implement green practices effectively. Additionally, logistical challenges in transporting eco-friendly products can hinder market reach (Das, Dash & Padhy, 2012). To overcome these barriers, industries must adopt innovative solutions and collaborate with local stakeholders, including government bodies, NGOs, and other businesses, to enhance their green marketing efforts. Cultural factors rooted in geographical location significantly impact the adoption of green marketing strategies. Kerala's rich cultural heritage and community-oriented lifestyle provide a unique context for medium-scale industries to engage with local populations. Businesses can develop marketing strategies that resonate with the community's values and traditions, fostering a sense of shared responsibility toward environmental conservation. By actively involving the community in sustainable practices, such as tree planting initiatives or waste reduction campaigns, industries can build strong relationships with consumers and enhance their brand image (Dias, 2007).

The geographical location of medium-scale industries in Kerala also influences their access to technological advancements and innovations related to sustainability. Proximity to research institutions and universities can facilitate collaboration and knowledge transfer, enabling industries to adopt cutting-edge green technologies. For example, industries may benefit from partnerships with academic institutions to develop eco-friendly production processes or innovative waste management solutions. By integrating these advancements into their operations, businesses can enhance their green marketing strategies and appeal to a broader audience. The present study is focussed on effect of geographical location on green marketing strategies in medium-scale industries in Kerala.

## REVIEW OF LITERATURE

Green marketing has emerged as a critical component of corporate strategy, especially as businesses across the globe seek to align their practices with sustainability goals. Several studies have explored the relationship between geographical location and business strategies, including green marketing approaches, especially in industries where scale and resources play significant roles. This review of literature focuses on the effect of geographical location on green marketing strategies in medium-scale industries in Kerala, India.

### Geographical Location and Resource Utilization in Green Marketing

A considerable body of literature highlights the importance of geographical location in determining the availability

and accessibility of natural resources, which is crucial for industries adopting green marketing strategies. Porter's (1985) *Competitive Advantage* underscores that resource availability is one of the cornerstones for firms' competitive strategies, including sustainability efforts. For medium-scale industries in Kerala, which are often resource-constrained, geographical factors such as the state's biodiversity, water bodies, and organic raw materials provide a unique opportunity to adopt eco-friendly practices. Studies by Ramanathan et al. (2014) emphasized that businesses located in regions with abundant natural resources are more likely to adopt green strategies by leveraging local raw materials and reducing transportation-related emissions.

This point is further corroborated by the work of Aravindakshan (2012), who explored Kerala's agricultural-based industries and found that companies engaged in organic farming, ayurvedic products, and sustainable fisheries were able to efficiently integrate local natural resources into their marketing strategies. Aravindakshan concluded that industries situated in environmentally rich areas benefit from highlighting local sourcing and environmental stewardship as key marketing tools.

### Consumer Attitudes Towards Green Products in Kerala

Consumer behavior and attitudes towards green products are pivotal in shaping marketing strategies. Numerous studies point to the role of socio-economic factors in determining the demand for eco-friendly products. Ghosh et al. (2015) found that consumers in Kerala, a state known for its high literacy rate and environmental consciousness, are more inclined to support industries that adopt green practices. Their study on consumer perceptions of green products in Kerala indicated that consumers view businesses that prioritize sustainability favorably, thus encouraging medium-scale industries to invest in green marketing to appeal to this demographic.

Another study by Kanchan (2017) examined how awareness of environmental issues in Kerala shapes consumer preferences for green products. Kanchan found that businesses, particularly medium-sized enterprises, must tailor their marketing strategies to emphasize the environmental benefits of their products, given the high environmental literacy in the region. This creates a symbiotic relationship between geographical location and marketing practices, where consumers' awareness is directly influenced by the ecological sensitivity of their surroundings.

### Regulatory Influence on Green Marketing Strategies

Geographical location also influences green marketing strategies through regulatory frameworks. Various studies have examined how location-specific policies impact the adoption of sustainability practices. In Kerala, local environmental regulations play a crucial role in shaping business practices. According to Narayanan (2016), the Kerala government has been proactive in promoting green policies through initiatives such as the *Green Kerala Mission* and stricter pollution control regulations enforced by the Kerala State Pollution Control Board (KSPCB). These regulatory frameworks provide a foundation for medium-scale industries to develop green

marketing strategies that align with local legal mandates.

Mukherjee and Singh (2018) highlight how compliance with environmental regulations can be used as a marketing tool. Their study on Indian small and medium enterprises (SMEs) found that companies complying with local green policies often use this as a unique selling proposition (USP) to appeal to eco-conscious customers. They argue that regulatory compliance offers businesses the opportunity to differentiate themselves in crowded markets, and this is particularly relevant in Kerala, where consumers are more likely to support businesses that meet stringent environmental standards.

### **Cultural and Community Engagement in Kerala's Green Marketing**

Cultural factors tied to geographical location also impact the adoption and success of green marketing strategies. Kerala's rich cultural history, particularly its emphasis on nature and community-based living, plays a significant role in shaping how businesses communicate their green credentials. Studies by Mathew (2019) focus on how industries in Kerala integrate cultural narratives into their green marketing strategies. Mathew's research emphasizes that medium-scale industries can effectively promote their eco-friendly products by linking them to Kerala's long-standing traditions of environmental conservation and natural resource usage.

In addition, Varghese (2020) analyzed the role of community engagement in the success of green marketing campaigns among Kerala's medium-scale industries. He found that businesses that involve local communities in their sustainability efforts—through initiatives like waste management programs, local sourcing, and eco-tourism—see a higher degree of consumer loyalty and brand recognition. Varghese's research suggests that medium-scale industries in Kerala benefit from adopting marketing strategies that reflect both environmental stewardship and a deep connection to the local community.

### **Challenges Faced by Medium-Scale Industries in Green Marketing**

While geographical advantages provide opportunities for green marketing, several challenges persist. Nair and Menon (2017) highlight that medium-scale industries often face resource limitations that affect their ability to fully implement green marketing strategies. Their study of small and medium enterprises (SMEs) in Kerala indicated that many businesses struggle with the high costs of adopting green technologies and meeting regulatory requirements, particularly in rural areas with limited access to infrastructure and technological advancements. The research also pointed out that transportation challenges in geographically remote areas increase operational costs, which can hinder the scaling of eco-friendly practices.

Nair and Menon's findings are supported by Govindarajan (2018), who explored the barriers to sustainability adoption among SMEs in Kerala. He identified logistical issues such as inadequate waste management facilities and the lack of skilled labor as key obstacles for medium-scale industries seeking to embrace green marketing strategies. Additionally, Govindarajan

found that many businesses are not fully aware of the potential benefits of green marketing, which limits their willingness to invest in sustainability initiatives.

### **Technological Advancements and Knowledge Transfer**

The proximity of industries to technological hubs and research institutions is another geographical factor influencing green marketing strategies. Kerala has several prominent universities and research centers that focus on sustainability and green technologies, such as the Centre for Science and Technology for Rural Development (COSTFORD) and Kerala Agricultural University. Thomas and Babu (2021) examined the role of knowledge transfer between academic institutions and medium-scale industries in Kerala, emphasizing that businesses located near these research centers are better positioned to adopt innovative green technologies. Their study found that industries collaborating with academic institutions saw a significant improvement in their sustainability efforts, which translated into more effective green marketing strategies.

In contrast, industries located in more remote areas of Kerala were found to have limited access to such technological advancements, which hindered their ability to develop competitive green marketing strategies. Thomas and Babu argue that the geographical divide between urban and rural areas in terms of technological access poses a challenge for the equitable adoption of sustainability practices across the state.

## **RESEARCH METHODOLOGY**

### **Population and Sampling Techniques**

The primary data is collected through floating questionnaire. Sample size of study is 300. Multi-stage sampling method is used for this study. In first stage, Kerala state is divided into three zones: Northern Zone, Central Zone and Southern Zone. In the second stage, one district is chosen from each zone. Calicut from the Northern Zone, Ernakulam from the Central Zone, and Thiruvananthapuram from the Southern Zone were chosen for this study. 100 respondents are selected from each district.

### **Source of data**

Primary data was collected through distributing a questionnaire with a 5 Likert scale. Secondary data was collected from books, journals, and different websites related to green marketing strategies.

### **Testing of Hypotheses**

H<sub>0</sub>1: There is no significant difference between geographical location and product strategies.

H<sub>0</sub>2: There is no significant difference between geographical location and price strategies.

H<sub>0</sub>3: There is no significant difference between geographical location and distribution strategies.

H<sub>0</sub>4: There is no significant difference between geographical location and promotion strategies.

### Data Analysis

The statistical tools used for analyzing data are ANOVA and t-test. The Statistical Package for Social Science (SPSS) IBM SPSS version 23.00 was used in this study.

### RESULT AND INTERPRETATION

Table 1 shows that t-test is conducted to examine the significance difference between geographical location and product strategies. Since the P-value is less than 0.05, the null hypothesis is rejected at a 5% level of significance concerning between geographical location and product strategies. Hence, it can be concluded that there is a significant difference between geographical location and product strategies.

Product strategies	Geographical Location					
	Rural		Urban		T Value	P Value
	Mean	SD	Mean	SD		
Packages can be recycled or reused	3.24	1.282	4.00	1.028	-3.694	<0.001**
Replace hazardous substances	3.64	1.267	3.50	1.574	1.932	<0.001**
Extended warranty periods are given to green products	2.75	1.157	3.50	1.537	-3.118	<0.001**
Product is marketed on eco-friendly features	3.62	1.194	3.00	2.094	2.662	<0.001**

Significance @ 5% level

**Table 1: t-test for the significant difference between geographical location and product strategies**

Table 2 shows that t-test is conducted to examine the significance difference between geographical location and price strategies. Since the P-value is less than 0.05, the null hypothesis is rejected at a 5% level of significance concerning between geographical location and price strategies. Hence, it can be concluded that there is a significant difference between geographical location and price strategies.

Price Strategies	Geographical Location					
	Rural		Urban		T Value	P Value
	Mean	SD	Mean	SD		
Competitive pricing for green products	2.58	1.258	2.00	1.287	-2.874	<0.001**
Special pricing for green products	3.76	1.279	4.50	1.973	1.384	<0.001**
Premium pricing for green products	1.93	1.137	3.58	1.397	-2.257	<0.001**
Bundle Pricing for Green Product	2.58	1.197	2.38	1.984	1.893	<0.001**

Significance @ 5% level

**Table 2: t-test for the significant difference between geographical location and price strategies**

Table 3 shows that t-test is conducted to examine the significance difference between geographical location and distribution strategies. Since the P-value is less than 0.05, the null hypothesis is rejected at a 5% level of significance concerning between geographical location and distribution strategies. Hence, it

can be concluded that there is a significant difference between geographical location and distribution strategies.

Distribution Strategies	Geographical Location					
	Rural		Urban		T Value	P Value
	Mean	SD	Mean	SD		
Empowering distribution centers for eco - friendly Operations	2.59	1.237	2.38	1.385	-2.756	<0.001**
Intermediaries are interested in selling green products	3.46	1.227	4.47	1.458	1.284	<0.001**
Dealers dealing with green product has wide geographical coverage	1.84	1.127	3.49	1.375	-1.385	<0.001**
Dealers provide sufficient space to display green products	2.47	1.175	2.37	1.468	1.369	<0.001**

Significance @ 5% level

**Table 3: t-test for the significant difference between geographical location and distribution strategies**

Table 4 shows that t-test is conducted to examine the significance difference between geographical location and promotion strategies. Since the P-value is less than 0.05, the null hypothesis is rejected at a 5% level of significance concerning between geographical location and promotion strategies. Hence, it can be concluded that there is a significant difference between geographical location and promotion strategies.

Promotion Strategies	Geographical Location					
	Rural		Urban		T Value	P Value
	Mean	SD	Mean	SD		
Sales force highlights green concept	1.28	1.387	2.68	1.964	-1.287	<0.001**
Green promotion of a product will influence buying pattern of consumers	2.67	1.874	4.73	1.987	1.384	<0.001**
Eco-labels are used by company to communicate about the product	1.76	1.269	3.37	1.394	-1.578	<0.001**
Broadcasting media contains green message of the product	2.24	1.359	2.28	1.745	1.756	<0.001**

Significance @ 5% level

**Table 4: t-test for the significant difference between geographical location and promotion strategies**

### CONCLUSION

In conclusion, the geographical location of medium-scale industries in Kerala profoundly influences their green marketing strategies. Factors such as resource availability, consumer behavior, regulatory frameworks, competitive positioning, and cultural context shape how businesses approach sustainability. While challenges exist, the unique characteristics of Kerala provide opportunities for industries



to adopt innovative green marketing strategies that resonate with environmentally conscious consumers. As the global emphasis on sustainability continues to grow, medium-scale industries in Kerala can leverage their geographical advantages to thrive in a competitive marketplace while contributing to a more sustainable future. By embracing these strategies, they can not only enhance their brand image but also play a vital role in promoting environmental consciousness within their communities.

The literature reviewed underscores that geographical location plays a critical role in shaping green marketing strategies for medium-scale industries in Kerala. Factors such as resource availability, consumer behavior, regulatory frameworks, cultural engagement, and access to technology all influence how businesses approach sustainability and green marketing. While Kerala's rich natural resources and environmentally conscious population provide unique opportunities for green marketing, challenges such as infrastructure limitations and technological access must be addressed to ensure that medium-scale industries can fully leverage these opportunities. As more research explores the intersection of geography and green marketing, businesses can better understand how to adapt their strategies to local contexts and thrive in an increasingly eco-conscious marketplace. The result shows that geographical location has a significant effect on green marketing strategies in medium-scale industries in Kerala.

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